

February 1, 2025

Lee Ann Necessary

Professionalism in journalism is a multifaceted concept that encompasses a range of behaviors and standards. Lee Ann Necessary, a seasoned journalist, exemplifies this through her meticulous career planning and her approach to news broadcasting. Her educational background, with a double major in political science and journalism from the University of North Carolina at Chapel Hill, has provided her with a robust foundation for her role as a co-anchor. Necessary's

professionalism extends beyond her on-screen presence; she is known for her thoughtful engagement with the content of her newscasts and her commitment to reporting on state politics, which she covered extensively while working at WCYB in Bristol, Va.-Tenn.

Professionalism in reporting also involves ethical considerations, such as maintaining objectivity, respecting confidentiality, and ensuring accuracy in information dissemination. Reporters like Necessary understand the importance of these principles

and strive to uphold them in their daily work. Moreover, professionalism is not just about adhering to ethical standards; it also involves continuous learning and adapting to the evolving landscape of journalism. This includes embracing new technologies, understanding the changing media consumption habits of audiences, and engaging with viewers in meaningful ways.

In the broader context, professionalism in any field, including journalism, is often characterized by a combination of expertise, conduct, and an ethical approach to one's

work. It's about demonstrating respect for the profession, for colleagues, and for the audience. For journalists, this means delivering news with integrity, transparency, and a sense of responsibility towards the public's right to know. It's a balance between the personal attributes that make a journalist relatable, like the "girl-next-door" quality that Necessary possesses, and the professional attributes that command respect and trust.

The conversation around professionalism also touches on the visual aspect of broadcasting, where appearance can play a role in viewer

perception. Necessary's professional detachment in assessing her own appearance as a plus reflects a keen awareness of the industry's realities without compromising the substance of her work. As the media landscape continues to evolve, the definition of professionalism will undoubtedly expand, but the core values of accuracy, ethics, and dedication to the craft will remain central to the identity of journalists like Lee Ann Necessary.